



SURF & BEACH SHOW

Expo Center Imigrantes, São Paulo, Brazil
June 24-27, 2003



10^a SURF & BEACH SHOW is right around the corner! Scheduled for June 24-27, 2003, The Surf & Beach Show offers you a special opportunity to see more than 300 exhibitors and 500 brands, products showing the tendencies in surf wear, street wear and beachwear, with all the different segments and variations, like shoes, sunglasses, action sports equipment, and all kinds of accessories for men, women and children.

The Brazilian surf industry has been moving US\$ 2.5 billion annually and it has been growing every year. It is said that Brazil is the second consumer market of surf goods in the world. It is also the second in consumption of skatewear and the first one in bikinis. There are over 2 million surfers in Brazil, and it is considered the number two sport category, outranked only by soccer.

This fair established itself as the major meeting point of the surf wear industry in Brazil and the Latin America, allowing fashion professionals to close great deals, get acquainted with new trends and exchange information and experiences. Exhibiting the most expressive surf wear brands. The trade fair will expose:

- Surf wear: wetsuits, sunglasses, footwear, watches, sportswear, surfboards, body boards, accessories, handbags, knapsacks, bijouterie, sun care.
- Beach wear: swimsuits and bikinis, active wear, textiles, yokes, towels.
- Street wear: skate and snowboard's shape, rulings, scooters, sunglasses, general equipment.

Don't hesitate in taking advantage of this wonderful opportunity to expand your sales in the emerging Brazilian market. All American companies in the surfwear market are invited to participate.

Don't Forget! Register now for **Surf & Beach Show** - Registration deadline is May 15, 2003.

You may contact:

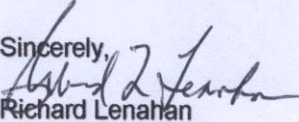
- Bobby Hines – USEAC - Office of Apparel and Textile/ Los Angeles – California - bobby.hines@mail.doc.gov, 213-894-4231 FAX: 8789
- The U.S. Department of Commerce in Brazil – Denise Barbosa at denise.barbosa@mail.doc.gov or Patricia Marega at patricia.marega@mail.doc.gov

I look forward to hearing from you soon.

Best Regards,

Denise Barbosa
Trade Development Specialist
Phone: 5511-3897 4053
Fax: 5511-3063 2622
E-mail: denise.barbosa@mail.doc.gov

Patricia Marega
Trade Development Specialist
Phone: 5511-3897 4051
Fax: 5511-3063-2622
E-mail: patricia.marega@mail.doc.gov

Sincerely,

Richard Lenahan
Minister Counselor